

# Connect IDG Telemarketing Database

Universe/Base Rate

Count: 12,387

Price: \$325/M

Source: Online Registrants and Users

Updated: Quarterly

Minimum Order: 4,000 Names

List Type: Telemarketing

List Update: 12/09

## Profile

The IDG Connect Telemarketing Database connects you to a powerful audience of highly qualified and actively engaged buyers and influencers.

These CIOs, CTOs, CSOs and Networking/IT professionals are key technology decision makers – who download technical whitepapers, view webcasts and research library content.

### Target your prospects:

- 55% - IT Management: CIO, CTO, CSO and Systems Integrator
- 20% - Line of Business Management: CEO, COO, Chairman, President, Executive Vice President and General Manager

Get access to a powerful audience with the IDG Connect Telemarketing Database. It enables you to reach highly qualified, engaged buyers and influencers, resulting in more qualified leads and increased sales.

## Multi-Channel Base Rate

CPM

Telemarketing and Postal Offers	\$555/M
Telemarketing and Email Offers	\$605/M

## Demographic Selects

CPM

Geographic	\$15/M
Industry	\$25/M
Job Title	\$25/M
Job Function	\$25/M
Employee Size	\$25/M

## Media Output Formats

Key Coding	N/C
Email	\$50/F
FTP	\$50/F

For inquiries or questions, contact Steve Tozeski.  
Direct line (508) 766-5633; Email [stozeski@idglist.com](mailto:stozeski@idglist.com)

Postal and email names are available from the IDG Connect Database for telemarketing/postal/email matching.  
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Industry - \$25/M
<b>Non Technical</b>
Advertising/Marketing/PR/Media (Publishing, Broadcast, Online)
Aerospace/Defense Contractor
Agriculture/Forestry/Fisheries
Business Services/Consultant
Construction/Architecture/Engineering
Education
Finance/Banking/Accounting
Government - Federal (Including Military)
Government - State/Local
Healthcare/Medical/Pharmaceutical/Bio-Tech
Insurance/Real Estate/Legal
Manufacturing & Process Industries
Mining/Oil/Gas
Retailer/Wholesaler/Distributor (Non-Computer)
Transportation/Utilities (Energy/Water, etc.)
Travel/Hospitality/Entertainment/Recreation
Other
<b>Technical</b>
Communication Carriers (ISP, Telecomm, Data Comm, Cable)
Computer/Network Consultant
E-Commerce/Internet
Retailer/Distributor/Wholesaler (Computer Related)
Manufacturing - Hardware/Software
Service Provider (MSP, BSP, ASP, ESP, Web Hosting)
VAR/VAD/OEM
Other

Job Title - \$25/M
<b>IT Management</b>
CIO, CTO, CSO
Executive VP, Senior VP
VP
Director
Manager
Supervisor
Systems Integrator
Technical Consultant
<b>Business Management</b>
CEO, COO, Chairman, President
CFO, Controller, Treasurer
Executive VP, Senior VP, VP, GM
Director, Manager
Other Corporate, Business Manager
Consultant (Non-Technical)
<b>Other</b>
IT Staff
Non-Manager

Job Function - \$25/M
Executive IT (CIO/CTO/CSO/EVP/SVP/VP)
IT Management (Director/Manager)
Network/Systems Management
R&D Management
Web-Based Business
Applications Development
Systems Engineering
Programming/System Analyst/Architect
Telecommunications
Consultant/Integrator
Other IT Management
Corporate Management (CEO/COO/President/GM/VP)
Finance Management (CFO/Controller/Treasurer)
Sales/Marketing
Human Resources/Training/Education
Legal/Compliance
Other Management
Other: IT Staff/Technical Support
Other: Non-Technical Consultant/Integrator
Other: None of the Above

Employee Size - \$25/M
20,000 or More
10,000 to 19,999
5,000 to 9,999
1,000 to 4,999
500 to 999
100 to 499
50 to 99
Less than 50

Please contact your Account Representative for counts.